

# Growing your 8(a) Business

**17<sup>th</sup> Annual JPL/NASA High-Tech  
Conference**

*Presented by:*

***Small Business  
Consulting Agency***

# Understanding the Buyer

- *Buyers can not tell you anything that will give you a competitive edge*
- *Many times buyers and others mislead salespeople by not giving exact or complete information*
- *Buyers like to buy; they do not like to be sold*
- *Buyers like to buy from people they are comfortable with and who are like them*

- *Salespeople must develop questioning skills*
- *in order to discover why their features and benefits*
- *will be the solution to a buyer's problem*

# What Are The Goals For 8(a)'s

- As an 8(a) vendor to the Federal government you are expected to
- NAICS Code generating highest 8(a) sales
- Which Executive Departments have low % goals
- Which Executive Departments have high % goals
- Other agencies with high goals

# Finding Work From Old RFP's



- Search by NAICS Code
- Search by Agency
- Special Searches








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 <h3>Registration</h3> <p>Welcome to the new Federal Procurement Data System (FPDS).</p> <p>If you have not already registered, please do so by clicking the link below. If you are a registered FPDS user, login using the fields provided in the Login section.</p> <p>Not Registered? <a href="#">Register</a> <a href="#">Who Should Register?</a></p> <p>Sign up for FPDS-NG News</p>	 <h3>Important Links</h3> <p><a href="#">List of Agencies Submitting Data to FPDS-NG</a> <a href="#">Report FY2003 Transaction</a> <a href="#">Find Current Business Opportunities</a> <a href="#">Small Business Services</a> <a href="#">Business Partner Network</a> <a href="#">Register as a Potential Contractor</a> <a href="#">Past Performance Information Retrieval System</a> <a href="#">Federal Technical Data System</a> <a href="#">Official Website for eGov Initiatives</a> <a href="#">FPDS-NG Project Site</a></p>	 <h3>Reports</h3> <p>The following FPDS reports are available now for download:</p> <p><a href="#">Federal Procurement Report FY'2003</a> <a href="#">Federal Procurement Report FY'2002</a> <a href="#">Federal Procurement Report FY'2001</a> <a href="#">Federal Procurement Report FY'2000</a></p> <div><b>CBT Computer Based Training</b> <b>* Government Users Only *</b></div> <p><a href="#">Award CBT</a> <a href="#">IDV CBT</a></p>

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# Homeland Security Data

- **Prime Contractors**
- **Small Business Liaison Officers**
- **Making Contact**



# Homeland Security

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## THREAT ADVISORY

**ELEVATED**

Significant Risk of Terrorist Attacks.

DHS Organization	Emergencies & Disasters	Travel & Transportation	Immigration & Borders	Research & Technology	Threats & Protection	Working with DHS	Press Room
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### E-mail Scam Targets Families of Fallen U.S. Troops

February 22, 2005 -- U.S. Immigration and Customs Enforcement (ICE), issued a warning to the public about two new Iraq-related Internet scams targeting Americans. One is directed at the relatives of fallen U.S. soldiers in Iraq and another claims to be an ICE agent in Iraq tracking Saddam Hussein's assets.

ICE warns that the public should not respond or provide any personal or financial information to anyone who makes such an overture.

[Read More >>](#)

### OTHER TOP STORIES

#### Michael Chertoff Sworn in as Secretary of Homeland Security

February 15, 2005 -- Judge Michael Chertoff was sworn in today as the second Secretary of the Department of Homeland Security. Chertoff formerly served as United States Circuit Judge for the Third Circuit Court of Appeals.

#### Budget Emphasizes Integration, Security

February 7, 2005 -- President George W. Bush's FY 2006 budget request includes a total of \$41.1 billion for the Department of Homeland Security. This is an increase of seven percent over the enacted FY 2005 funding, excluding Project BioShield.

### Citizens

### First Responders

### Business

### Government

### Employees

**READY.GOV**

Don't be afraid...Be Ready

### NEWS & PRESS

- ★ Homeland Security Launches Regional Technology Integration Initiative in Seattle
- ★ Departments of Homeland Security and State Announce Improved Visa Processing for International Travelers
- ★ U.S. Pledges \$1.6 Million for OAS Counter-Terrorism Efforts
- ★ Secretary of Homeland Security Michael Chertoff Announces Members of Senior Staff



DHS | Department of Homeland Security | Forecast of Contract Opportunities - ...

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Business

Government

DHS Employees

Job Seekers

Volunteers

Working with DHS

Business

Forecast of Contract Opportunities

The Department of Homeland Security Forecast of Contract Opportunities includes projections of all anticipated contract actions above \$100,000 that small businesses may be able to perform under direct contracts with Homeland Security, or perform part of the effort through subcontract arrangements with the Department's large business prime contractors. For additional information on procurements not expected to exceed \$100,000, please contact the appropriate Homeland Security Small Business Specialist for each Organizational Element.

2005 Forecast of Contract Opportunities:

[Customs and Border Protection](#) (PDF, 6 pages – 66 KB)

[Federal Emergency Management Agency](#) (PDF, 7 pages – 58 KB)

[Federal Law Enforcement Training Center](#) (PDF, 8 pages – 95 KB)

[Headquarters](#) (PDF, 10 pages – 115 KB)

[Immigration and Customs Enforcement](#) (PDF, 13 pages – 159 KB)

[Transportation Security Administration](#) (PDF, 8 pages – 84 KB)

[U.S. Coast Guard](#) (PDF, 25 pages – 470 KB)

[U.S. Secret Service](#) (PDF, 13 pages – 171 KB)

[Complete 2005 Forecast of Contract Opportunities](#) (PDF, 75 pages – 1.2 MB)

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# NASA

- **NASA Headquarters**
- **Ames Research Center**
- **Dryden Flight Research Center**
- **Glenn Research Center**
- **Goddard Space Flight Center**
- **Jet Propulsion Laboratory**
- **Johnson Space Center**
- **Kennedy Space Center**
- **Langley Research Center**
- **Marshall Space Flight Center**
- **Stennis Space Center**



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+ For Industry

+ For Employees

## SPIRIT AND ROVING THE RED PLANET OPPORTUNITY



+ LIFE ON EARTH

+ HUMANS IN SPACE

+ EXPLORING THE UNIVERSE



02.18.05  
The Strawberry  
Connection  
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02.15.05  
Overnight Success  
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02.14.05  
Radishes and Rockets  
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02.16.05  
The People Behind the  
Shuttle's Engines  
[+ Read More](#)



02.14.05  
Return to Flight Crew Gets  
Close Look at Discovery  
[+ Read More](#)  
[+ NASA Tug: Fill 'er Up](#)



02.08.05  
Astronaut Dad on Duty  
[+ Read More](#)



02.22.05  
Cassini Sees Smoggy  
Titan, Wrinkled Enceladus  
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[+ Cassini Images](#)



02.18.05  
Cosmic Explosion Among  
Brightest Ever Recorded  
[+ View site](#)



02.17.05  
Lightning Triggers Earthly  
Gamma-Ray Bursts



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## BUSINESS OPPORTUNITIES

### Business Opportunities at NASA



Workers processing space station node Unity.

Businesses can work with NASA in a variety of ways, depending on the nature of the business, the size of a firm or a particular contract type.

NASA provides industry the opportunity to stimulate business investment in the development of new markets and industries in low Earth orbit, and to support NASA's mission and objectives. Learn about the Space Product Development program and International Space Station opportunities.

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## NASA FACT

Throughout NASA's history the Agency has remained the world's pre-eminent organization for space and aeronautics.

## FEATURED NASA SITES



## NASA Headquarters

NASA Headquarters, located in Washington, D.C., exercises management over the space flight centers, research centers, and other installations that constitute NASA.

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## Ames Research Center

Ames Research Center specializes in research geared towards creating new knowledge and new technologies that span the spectrum of NASA interests.

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## Dryden Flight Research Center

As the lead for flight research, Dryden continues to innovate in aeronautics and space technology. The newest, fastest, the highest -- all have made their debut in the vast, clear desert skies over Dryden.

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## Glenn Research Center

Glenn Research Center develops and transfers critical technologies that address national priorities through research, technology development, and systems development for safe and reliable aeronautics, aerospace, and space applications.

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## Goddard Space Flight Center

The mission of the Goddard Space Flight Center is to

## RELATED NASA SITES

## Exploration Systems

Direct the identification, development, and validation of exploration systems and technologies.

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## Space Operations

Extend the duration and boundaries of human space flight to create new opportunities for exploration and discovery.

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## Science

Exploring the Earth-Sun system, our own solar system, and the universe beyond.

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## Aeronautics


Enable a safer, more secure, efficient, and environmentally friendly air transportation system.

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# What About SUB-Net

- Using your SDB Certification
- Prime Contractors by State
- Researching Prime Contractors
- Set up a plan



About SUB-Net

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Solicitation



## U.S. Small Business Administration Subcontracting Network

The use of SUB-Net fulfills the function set forth in [Federal Acquisition Regulation \(FAR\) 5.206](#), Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's [Subcontracting Opportunities Directory](#)  
& [CCR](#) - Central Contractor Registration

[Free Workshop](#)

[Iraq Reconstruction RFP's](#)

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SBA Home Page

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Address <http://www.sba.gov/GC/indexcontacts-sbsd.html>

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### Starting Your Business

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#### The Basics

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[Identifying Your Business](#)  
[Subcontracting Opportunities](#)  
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#### Understanding the Rules

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[Marketing Your Business](#)  
[Contract Proposals](#)  
[Small Business Programs](#)  
[Special Interests](#)

#### Additional Resources

More Information About Starting Your Small Business

[FAQ](#)  
[Glossary](#)

## Subcontracting Opportunities Directory

#### Disclaimer

SBA obtains the names and addresses for this listing from subcontracting plans that are submitted to the Government when a large business receives a Federal contract over \$500,000 (over \$1 million in construction). In some cases, the point-of-contact listed in the subcontracting plan changes after SBA adds the company to the directory. SBA is not automatically notified of such changes; and therefore, at any point in time, some of the information in this directory may be incorrect. SBA updates the directory on a regular basis and makes necessary changes when an incorrect listing is brought to its attention.

Please note that SBA does not have the authority to require a prime contractor to use a particular small business. However, SBA's Commercial Market Representatives (CMRs) counsel small businesses on how to market their products and services to the prime contractors in this directory. To find your nearest CMR, go to <http://www.sba.gov/GC/contacts.html> and click on the fourth menu selection.

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[Alaska](#)  
[Arizona](#)  
[Arkansas](#)  
[California](#)  
[Colorado](#)  
[Connecticut](#)  
[Delaware](#)  
[District of Columbia](#)  
[Florida](#)

[Kentucky](#)  
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# **Government Budget For Market Research**

- **How to find the government budget**
- **When to look for the government budget**
- **What to look for in the government budget**
- **How to pick a target**

# Partnering For Larger Contracts

- Complementary partners
- Overflow partners
- Partner programs

# Documentation You Need To Play In The Game

- Capability Statement
- Business and other Insurance
- Profit and Loss with Balance Sheet
- Web Page
- Email etiquette
- Accepting Credit Cards
- References
- Special licenses and training
- Bonding (if applicable)

# Dealing With The Buyer

- **Buyer ROI**
- **Why buyers do not want to see you**
- **Having today's solution to tomorrow's problems.**



- ***Please fill out the evaluation forms***
- ***Half-Day program on March 24, 2005***
- ***Our Web Page [www.1sbca.com](http://www.1sbca.com)***
- ***Call Grace at 909-594-4491***